INDIANS HERE

FOR "WILD

boys. The redskins were taken directly to the Sherwood driving park grounds where they erected their prim-

itive tepees and quartered themselves upon the camping grounds of the old

They will remain here for about a week rehearsing for the part they will play in the production of Buffalo Bill's

and Pawnee Bill's Far East this sea-

The big canvas arena has been erected on the driving park grounds and Col. Cody and Major Lillie will get the show into shape before it follows Ringling Bros. out of Madison Square

AGED STORE KEEPER

His attorneys, Shapiro & Shapiro, as-sert that they do not know where he is. But they say that his absence is

probably the result of fear of bodils injury rather than of a desire to avoid

arrest, as the attorneys assert that

they have evidence which will vindi-

cate the aged man of any charge made against him in connection with the

MISS WEBER SCORES

Miss Norma L. Weber, contralto, made a decided impression upon the New Haven public last night when she

(Special from United Press.)

NEW RULE AFFECTS

As several sets of plans have been presented to the Building Commission-ers of late where there were two tene-

be not more than doorway to a tene-ment leading to a common stairway and that the walls and celling of the

(Special from United Press.)

to-day while riding near his home

CAR BARN PROJECT

The report of the committee on in-

TO BE KILLED

Millionaire Killed:

ne has gone.

death of the boy.

chorus of 60 voices.

Governor Lilley

**WEST" SHOW** 

# REMARKABLE SUIT VALUE at \$25.00

Garments in the \$30 Class

Women who have postponed the purchase of the Spring suit until now will receive this news with ac-

All the new colors and variations in style that bear the impress of fashion's approval—the wanted materials of course.

Real \$30 suits in every sense of the word. See them at least!

### **Mr. Merchant---Good Signs Bring Good Times**

Cardboard, colored ink for signs, rubber sign markers are the things to help the till. Stop at JACKSON'S BOOK SHOP and talk it over. The location is 986-988 Main Street.

LOT ON STILLMAN STREET SOLD. John W. H. Beers has purchased a lot with 100 feet frontage in Stillman street, from Wesley and Betsey Monther.

MARRIAGE LICENSES ISSUED. MARRIAGE LICENSES ISSUED.

Marriage licenses were issued today as follows: Donville Merriman, aged 25, a farmer of Canaan, to Miss Lucy Murray, aged 28, a nurse of Canaan; Deok Caleman, aged 32, and Barbara Monway, aged 32, of this city; Daniel Papp, aged 24, and Julia Takacs, aged 21, of this city; Joseph Wassetman, aged 23, and Esther Brody, aged 21, of this city.

ARMY MEN ON FURLOUGH. Percy Doolittle, clerk in the quartermaster's department, a former resident
of Core street, is on a furlough in this
city, before proceeding to Fort Keough,
Montana. He has been with the army of occupation in Cuba.

Lawrence P. Mooney, an army nurse
is spending a few days furlough at his
home in East Main street before proceding to Fort Keough, Montana. He

ding to Fort Keough, Montana. He been stationed at Washington Bar-ts, Washington.

DIED

BLISWORTH—In this city, April 19th
1909, Ross Belle Calander, wife of
Henry P. Elisworth.
—Friends are invited to attend the

Friends are invited to attend the uneral at her late residence, No 188 lottage street, on Wednesday, 21st net, at 2:00 o'clock p. m. U 19 b\*p AGNER—In this city, April 18, 1909, lari Henry, youngest child of Louis and Amelia Wagner, aged 9 months,

It days.

—Friends are invited to attend the funeral from the residence of the parents, No. 22 Grandfield avenue, on Tuesday, April 20, 1909, at 2:30 p. m.

—Interment at Lakeview cemetery as

PLUMB—In this city, April 19, 1909, Annie M., wife of William M. Plumb aged 37 years.

—Friends are invited to attend the funeral at her late residence, No. 428 Connecticut avenue on Wednesday April 21, at 2 p. m.

—Interment at Union cemetery Stratford.

U19 b\*

### THE PARK CEMETERY

ated in North Bridgeport, on andy ridges. Carriage entrance y street, or cars from Reservoir in Improved lots for sale on Hallet street for over ten days. The foreign born population of the street for over ten days. The foreign born population of the street for over ten days. the tree to over the days. The foreign born population of the vicinity made threatening demonstrations against the old man and he became alarmed. No one seems to know where

## MONUMENTS

Plant operated by pneumatic cut-r and polishing tools. HUGHES & CHAPMAN,

soo STRATFORD AVENUE.

PLANTS F. Herthal, Broad Street FLORIST

s, Roses, Hyderangeas, Acacias EASTER LILIES Telephone 1758-2

PANSY PLANTS 25 CENTS A BASKET FLOWER AND VEGETABLE SEEDS HARDY ROSES AND SHRUBS

JOHN RECK & SON 985 MAIN STREET Tel. 759-3

"HARDY SHRUBS"

ur Large Shipment of Choice

RHODODENDRONS HARDY ROSES CRIMSON RAMBLERS BLUE SPRUCE CALIFORNIA PRIVIT ENGLISH BOXWOOD

s just arrived. Especially low

at JAMES HORAN & SON

ix light rooms, first floor, oppo te Howland's. Can be used or either stores, offices, dress-aking or tailoring purposes... Apply at

Gottleib & Gorman's

U 19 tf\*

WANT ADS. CENT A WORD.

Claimed that President of State Association Put Autoists in Bad

Three Clubs Already on Record Against Scheme to Create Motor Commissioner With Horde of

Deputies and Inspectors. The legislative committee of the State Association of Automobile clubs of Connecticut is in session in Hartford this afternoon for the purpose of reading the riot act to W. F. Fuller. of Hartford, president of the association. The situation may resolve itself, it is said, into a retraction by President Fuller or the disorganization of

he state association. Frank T. Staples, president of the Bridgeport Automobile club, and a member of the legislative committee is

attending the meeting.

The dissatisfaction of the automobilists arises over the portion of file proposed Automobile law which pro-vides for the creation of the office of Motor Commissioner, and gives to such commissioner power to appoint a multitude of deputies or inspectors in every town in the state, who would have full inquisitorial and other powers. ers enabling them to stop, search and arrest motor users any and every-

arrest motor users any and everywhere in Connecticut.

President Fuller is charged with having represented to the committee on roads, rivers and bridges of the General Assembly, that the legislative committee of the state association favored the proposed bill, including the described feature of it.

The facts are directly contrary. Already the clubs of New Haven, Bridgeport and Torrington have condemned the plan.

A leading officer of the Bridgeport

George W. Connors, secretary to Major Gordon W. Lillis (Pawnee Bill) arrived here Saturday night with 76 Sloux Indians from the Rosebud Agency in Nebraska and a large party of cowthe plan.

A leading officer of the Bridgeport
Club said this morning: "Mr. Fuller
must retract or the state association
will be disrupted. The legislative committee never favored the office of motor commissioner and never will, Fuller's conduct is inexcusable.

"The legislation which we are accused of favoring would inflict a large and unnecessary expense upon the state. It would bring into being a political machine as useless as it would be dangerous. The enforcement of automaking machine as useless as it would be described as a state of the stat tomobile regulations should be left to the local authorities. They are wide awake and active to prevent viola-tions. They can do the work without help of the kind favored by Mr. Ful-

Garden. On Wednesday of this week the Bar-The gentleman continued: "Automo-bilists generally are not against the num & Balley shows' last section will leave for Champagne, Ill., to join the first division including performers, side show, ring horses, and menagerie which have been showing for several weeks at Chicago, Ill. increase in the license fee to \$15, although we regard it as unconstitutional, because the money is to go to make good roads. But if the commis-sion plan is to go through, we are op-posed to the increased fee, because the ums derived from it are certain to be diverted to the upkeep of the horde of office-holders who are to serve under MISSING FROM HOME

Police Hold Warrant for Ar-rest of Henry Beisel for the successful in defeating the It is said that President Fuller claims that he did not say that the legislative committee favored the com-Manslaughter, But the Old Man Has Gone Away. Henry Beisel, the aged Hallet street store keeper, charged with causing the death of Michael Kosa, the boy who died at St. Vincent's hospital on Fri-day from a rupture of the bowels, has disappeared from his home and is in hiding. Prosecuting Attorney De-

### ZEPP CAN'T TELL

Talks-Motel Denies Rumor-One Leg Amputat-

William O. Zepp, who was run over by a trolley car above Paradise Green Friday night and who is now at St Vincent's hospital recovering from the operation in which his right foot was amputated, made a statement morning to his physicians at the hos-pital and to friends. Zepp said he could give no account of how the acddent occurred. He had been working for Joseph Motil, at the Pine Rock Inn. was on his way home when the accident occurred.

cident occurred.

There is a rumor that Motil put Zepp out of the bar room of his place shortly before the accident, but this is denied by Motil. Zepp is the son of the late William Zepp, who conducted a cafe on Gold street. The victim of the accident is a bright fellow 31 years old with many friends in the city. tated and the other may possibly meet a like fate the victim keeps up his courage and is not entirely disheart-ened by his misfortune.

# New Haven public last night when she sang three songs at the closing concert of the Hermannsohn's Maemorchor. Miss Weber sang "Thoughts", by Thomas, in English, and "Spring", by Curtman, and "Devotion", by Richard Strauss, in German. Miss Weber's brother, Fritz K. G. Weber, is the conductor of the Hermannsohn's male chorus of 60 vaices. PATROLMAN FLYNN'S "HOT AIR" JAUNT

According to a member of the police force the following is a near true Continues to Improve

Patrolman John Flynn made his Hartford, April 19.—It was stated at the executive mansion this afternoon that Governor Lilley was resting nice-ly and appeared to be in a rather maiden ascent in an aeroplane, the manden ascent in an aeroptane, the product of the brain of Inventor Whitehead, last Saturday afternoon. He started for Holland Heights in company with the inventor headed for Great Neck, L. I. Before passing over Long Island Sound they stopped on the chore of the Cut for refrashon the shore of the Gut for refresh-ments. On reascending the extra weight of the food they had eaten caus-TENEMENT HOUSES ed the machinery of the machine to break and he came down with a large umbrells, Sergeant John Quinlivan had loaned him for parachute duty. He landed near Lordship Park and re-turned to this city in Billy Cnaki's auments on each floor the building com-missioners have decided to make a new rule requiring the partitions be-tween the tenements to be of an in-combustible material from the cellar to the attic. Also that there should

#### GOULD, ET AL., ARE OUTSIDE BREASTWORKS

common stairways shall be of incom-bustible materials.

The commissioners desire the new Mayor Lee was asked this noon by a newspaper reporter if he knew of any new measures that would come before the council this evening. The Mayor replied that he, did not know all that was coming up as the rule put in force as a matter of fire that was coming up as there were now three parties in the Board of Alder-men, the Republicans, the Democrats, and the Independents. He declared Thrown From Horse and the Independents. He declared that it would be impossible to tell what the Independents would do. Alderman Gould and his colleagues will be inter-Trenton, April 19.—Edmund D. Cook, President of the Trenton Chamber of Commerce, president of the Trenton Cloth and Linoleum Company and head of the Acme Rubber Company was thrown from his horse and killed to the company was thrown from his horse and killed to the company was through the company was through the company to the company was through the company to the company was the company to th ested to know that the Mayor is counting them as being outside of the Republican breastworks.

### Yacht Races to Be Weekly Summer Feature

At a meeting held in the office of Harbor Master Charles H. Morris, yes-Harbor Master Charles H. Morris, yesterday, which was participated in by 16 delegates, representing five yacht clubs of this city, it was decided to hold weekly yacht races during the summer. Commodore Henry A. Bishop of the Bridgeport Yacht club was chairman of the meeting, and H. C. Gould, commodore of the Park City Yacht club was secretary. gress and egress to the car barns will be taken from the table at the meet-ing of the Common Council to-night and the report will not be adopted as the aldermen are said to be almost unanimously against the laying of tracks through Water street from Golden Hill to Gold street

### PAULIST FATHERS OPEN MISSION AT ST. MARY'S

The mission at St. Mary's church conducted by the Paulist Fathers open-ed yesterday morning at the 10:30 o'clock mass. Beginning last evening the services for the women were open-ed at 7:30 o'clock and will continue for the week with mission masses in for the week with mission masses in the morning at 5 and 8 o'clock and services in the evening at 7:30. The sermon last evening was preached by Rev. Father Moran, an eloquent and forceful speaker. He held the inter-est of his listeners from the outset. During the week there will be sermons at both the morning masses and also in the evening.

#### GREGORY WILL RECOVER; SUSPECTS ARE DISCHARGED

Albert Davis and John Burnes wer released from custody, this morning by order of Police Chief Eugene Birm-ingham, no evidence having been found to show that they committed the assault upon William Gregory, night clerk at the Commercial House, 671 Water street, upon suspicion of which they were arrested Saturday night.
Gregory made a statement to Captain George Arnold, of the Detective Bureau, this morning, from his cot in St. Vincent's hospital. Gregory said that he left the lodging house at 1 o'clock Sunday morning to get someo'clock Sunday morning to get some-thing to eat. He returned and was about to enter room 19 adjoining the about to enter room 19 adjoining the office. He saw the figure of a man dimly. Then somebody hit him on the head, knocked him down, and went through his pockets, taking \$19.05.

Davis was found in room three, although he was registered in room 18. Burnes claimed to have come in to rent a room. A piece of lead pipe, 14 inches in length was picked up. It was apparently the weapon that had was apparently the weapon that had been used. Gregory will recover. He is 35 years old.

#### TO DEMAND ABDICATION OF SULTAN

(Continued From First Page.) are said to be in much fear of the con

equences of their action. Ambassador Leishman notifies th department that according to his addepartment that according to his advices the two American missionaries who lost their lives were shot while trying to extinguish a blaze caused by the rioters in a Turkish home.

Smyrna, April 19.—A British warship arrived at Mersina today and another at Beiru. A third British ship is awaiting consular orders in Grecian waters prepared to a wherever it may

waters, prepared to go wherever it may be sent. The arrival of the war ves-sels at Mersina has greatly relieved the situation. The commander says he will bombard the town and then land an armed force of sailors if the

land an armed force of sailors if the rioting is continued.

Berlin, April 19.—German correspondents in Constantinople and Salonica are practically agreed to-day that Constantinople will be taken by the Young Turks "without a shot being fired," and that the Sultan will be extremely fortunate if he escapes.

The thousands who set out to be loyal to the Sultan now realize that they were misled and revolted blindly against a power. A proclamation makagainst a power. A proclamation mak-ing Mohammed Sultan has already been prepared to-day's dispatches say, and will be promulgated the moment the troops enter Constantinople. The Young Turks are delaying partly for the reason that their emissaries are now winning over the part of the navy that was in doubt and it is predicted that when the Young Turks strike they will be backed up by every Turkish

Constantinople, April 19.—The Turk-ish parliament held a brief session be-hind closed doors to-day at which the question of yielding to the Young Turks is said to have met great favor. disappeared from his home and is in hiding. Prosecuting Attorney De-Laney issued a warrant for Beisel's

Turks.

The Parliament requested the cabinet to postpone for the present a statement as to its ministerial program.

#### SULTAN SEES HIS FINISH

Secretly Negotiates With Young Turks to Save His Head-Onward March of Young Turks Fills People

With Fear. (By Bysantius Moschopolus, Staff Correspondent of the United Press.)

Constantinople, April 19.—Realizing that not only his power but his life itself is in eminent danger from the Young Turks movement against the department were of the most cordial character. capitol, the Sultan, according to a generally accepted rumor, to-day began secretly negotiating with the Young Turks leaders in an effort to convince them that he is not responsible for the

uprising. The public believes that Abdul has waited too long and that in the event of the Young Turks taking the city his abdication is certain and his death not improbable. Cannon were mount-ed about the Yildlz Klosk to-day, indi-

ed about the Yildiz Klosk to-day, indicating that if the Sultan's overtures to the Young Turks are refused, he will make a final and determined stand to retain his power.

The approach of the Young Turks has aroused the people with fear. The rank and file are anxious to surrender as all reports from the Young Turks are to the effect that they have a vastly superior force and are only delaying the attack until still other thousands who are flocking to their banner.

Warnick, O., April 19.—Seven men were injured in a coal dust explosion in a mine here to-day. No one was killed.

WILSON, FIRE BUG,

HELD FOR TRIAL

(Special from United Press.)

New Haven, April 19.—Edward Wilsands who are flocking to their banner have arrived at the place of concentration which is but a few miles from the city. The Young Turks have sent an ultimatum to the Sultan and the new ministry, embodying the following

"The possible surrender of the city: the re-establishment of Hilmi Pasha's Cabinat; the restriction of their parlia-mentary seats to the Young Turks who were dismissed as traitors by an edict were dismissed as traitors by an edict of the new ministry; the surrenders of the leaders of the revolt, including All Kemal, of the Ikdam, Said Pasha, a son of Former Grand Vizier Kiamil Pasha and Ismail Kemalbey. These three men are declared to be chiefly responsible along with the Sultan and their execution has been decreed by the Young Turks.

The certain knowledge that their

The certain knowledge that their execution will follow the success of the Young Turks has caused the leaders to take extreme measures to keep the Sultan's troops in line. Several thousand of these soldiers are guarding the Yildiz Klosk and a strong detachment is stationed at the place of the expected entrance of the davancing army.

At the first show of strength by the control is feared that the Sultan's enemy, it is feared that the Sultan's forces will weaken. Niazi Bey, a prominent leader of the Young Turks is reported to have already entered Constantinople and to be organizing "the faithful," and winning converts from the ranks of the Sultan's forces.

### PEARCE WON THE BOSTON MARATHON

Boston, April 19.—Howard A. Pearce of New Bedford won the Boston Athletic Association's annual Marathon race this afternoon.
Harry Finn, New York, finished second.

# BERTILSON LAYS DOWN

LAW TO MOONE

Fire Chief Retorts that It I Always Given—Adds that He Doesn't "Owe Any Thing to Politicians Like

Says He'll Try Coercion.

Alderman From Third De-

mands Full Fire Service

in First District

over the Second district line, in the First district, where they will only pay 15.8 mills, took Chief Mooney to task morning because the fire department did not do better work in the Black Rock district.

The chief told the Alderman tha they did the best they could, but that Bertilson must remember that the people out where he lived only paid taxes in the First district and were not entitled to fire protection if an one residing in the Second district pro

"Well, I pay my taxes," declared the Alderman, who stuck to it that he wa Alderman, who stuck to it that he was entitled to fire protection.

The bone of contention in the mind of the Alderman was that the chemical engine should have responded to Black Rock on April 7, when Mrs. Bertilson telephoned for it. She informed fire headquarters that there was a fire in the debris of the MacDonald barn, which burned down two days before, and she wanted the chemical engine. Rather than take the chemical engine off duty to outside of the city limits for a bonfire the chief went to Black Rock in his own car, which is equipped with hand chemicals. He was of the opinion that there was no was of the opinion that there was n danger to any of the buildings in th vicinity and he returned to this city.
The chief told Bertilson that the fi department had always answered alarms in the First district when there were fires and would probably con-tinue doing so, but it was not sup-

"Well, I'll see that you do go," re torted Bertilson.
"I don't care what you do," retorte
the chief, "I am under no complimen to you as an Alderman, nor do I give a snap of my finger for any politiciar

posed to pass Ellsworth street going

"I'm not talking as an Alderman, but as a citizen," said Bertilson.
"Well, move in out of the woods and you will be entitled to fire protection," replied the chief.

## TELEGRAPH TICKS

Irvine, Ky., April 19.—The second trial of Beach Hargis, charged with the murder in February, 1908, of his father, Judge James Hargis, was called today and a good part of the time was consumed by arguments for the continuance of the hearing.

New Hayen, April 19.—Miss Maude Adams will make her appearance here this afternoon in her new success, "What Every Woman Knows," the proceeds to go to the Yale Theatre fund. The company will return to New York at 4:30. Washington, April 19. - Extended

squadron manoeuvres will be held on Lake Michigan during the summer by fleet of the naval militia of Illin ols, Michigan, Ohio and Minnesota bringing together a fleet of eight ves sels which will probably be command ed by Commander C. C. Marsh.

New York, April 19 .- An involuntary petition in bankruptcy was filed in the United States District court today against Edward D. Shepard, Henry A. Ensign and Augustus T. Post, comprising the firm of E. D. Shepard & Company, bankers and brokers, with offices at 31 Nashua street, by the Yankee Fuel Company.

Washington, April 19.—Discussing to-day the suicide at Paris of William E. Bainbridge of Council Bluffs, Iowa. chief of staff of the Confidential Agents at the French capital, Assist-

New York, April 19.—When the di-vorce action of Mrs. Fannie Bourke-Roche Batonyi against her husband was called before Justice Platzek in the supreme court to-day Judge Olcott representing Mrs. Batonyi demanded another adjournment and on being re-fused, withdrew in a huff from the courtroom permitting the suit to go against his client by default.

(Special from United Press.) New Haven, April 19.—Edward Wilson, the young man who was arrested yesterday in connection with the de-struction by fire of the H. H. Richards lumber yard in West Haven, was given a hearing today at the conclusion of which he was bound over to the next term of the Superior court on the charge of arson. The blaze, which started about 5 o'clock yesterday afternoon threatened for a time to destroy noon, threatened for a time to destroy the entire waterfront but owing to the good work of the firemen, was confined to the vicinity of the lumber yard causing a loss of about \$50,000.

### BOSTON BEATS

BROOKLYN

(Special from United Press.)

Boston, April 19.—The Boston N
tionals defeated the Brooklyns in well played game this morning. lyn tied the score in their half of the sixth but the locals batted home the winning run in the last half of the ninth, making a final score of 3 to 2.

#### WALL STREET TO-DAY. 2 p. m.-After the announcement of

no decision in the commodities case there was a general hardening in the market that later developed into a demonstration of stregnth which concentrated buying in Reading and other railroad issues. Reading sold up to above 144, making a new high range

WHO IS MARY A. ROBINSON? Announcement was made at St Charles church yesterday that rela-tives of Mary A. Robinson in New York were searching for her believing that she had fallen heir to a fortune. It is believed that she was at one time a member of the parish.

# HOWLAND'S

Bridgeport, Conn. The Weather-Showers and coole Monday, April 19, 1909. tonight; fair and cooler tomorrow.

Finest rugs made in America are the Whit-Bertilson," When Latter tall Anglo-Persian; fin-Says He'll Try Coercion.

Alderman Berger Bertilson who lives est in everything that 6.7 mills tax this year, while those who live in the Second district will pay goes to make up rug=

> That home-maker who seeks finest of floor-covering, will turn naturally to the Anglo-Persian rugs.

> These rugs are the fruit of a determination to make the finest floor-coverings that can be produced in this broad land. They are of such beauty and individuality and charm that only comparison is the famous rug of the Orient. And with this, there is actually no comparison; Oriental rugs with a tenth of the beauty cost many times

> These beautiful Whittall rugs are well-named Anglo-Persian. They represent a combining of the beauty and skill of the Persian with the shrewd manufacturing ability of the Anglo-Saxon. They show what is possible with a combination of art and skill. They are examples of the ability of America to do a thing well when it sets out to.

> Anglo-Persian rugs have distinctive beauty; beauty of design and color. Added to this, they have a wonderful beauty of finish. As the eye travels over one's surface. it can almost see the soft luster of silk into which the rich hues blend with a quiet satisfying tone. Grace and excellence mark every design that is woven into these magnificent rugs. Each one has been planned by a masterdesigner. Each one has been made by an expert weaver. The yarns that painted the picture (for each rug is a picture) have been dyed to perfect shade. All things have been made to work together to produce rugs to satisfy the home-keeper's love of beauty and of art.

> But service has not been neglected. It would be foolish to make so beautiful a rug, unless it were made to last. And Anglo-Persian rugs will last. The yarn that goes into them is of fine quality. They are woven by processes that secure firm heavy solid fabric. In actual use, they will wear and wear and wear.

> Broad range of designs is a marked characteristic of these fine rugs. Here is a Louis XVI, for illustration. It was designed by a man who had studied the decorative art of that period; had drawn inspiration from the beautiful things that sprang into life in France under the famous monarch. And the rug is beautiful, satisfying, artistic.

> Here are other rugs that are Oriental in inspiration. Some almost seem to be exact reproductions of famous rugs from the Orient. The colors have been reproduced rightly. Designs are correct. In a word, the Oriental spirit has been caught.

> Anglo-Persian rugs are made in small sizes as well as large. In Carpet Hall you may see them with far greater delight than you read of them here. Come. 9 by 12 feet,-\$52.80 81/4 by 101/2 feet,-\$47

4½ by 7½ feet,—\$18 4½ by 9 feet,—\$22 221/2 by 36 inches,—\$3.50

### Does warm weather make you think of gardening and house-cleaning.

The store is a spot where every convenience for both is to be had with no delay and at fair cost.

Many things that lighten the work of house-cleaning are here. So many that a list would be very long.

All sorts of implements for gardening, too. seeds that are reliable. Vegetable, and flower. Some bulbs of the same excellent sorts as we sold last year.

# HELD FOR TRIAL THE HOWLAND DRY GOODS CO.

# ON COOL, CHILL DAYS OF SPRING

You can't afford to allow your furnace fire to go out even though it is April-you need coal that will produce an easily regulated, well behaving fire-coal that will burn all up and not fill the furnace with slate and clinkers. We have coal like that,

THE NAUGATUCK VALLEY ICE CO. Down Town Office 154 FAIRFIELD AVE. 421 HOUSATONIC AVE. Telephone

## Not Many Store-Sales Are Uninfluenced by Store-Advertising!

The store-sales to-day that are uninfluenced, directly or indirectly, by store-advertising will not have amounted to ten per cent, of the total business of the day. By the direct influence of advertising is meant the sales of articles specifically advertised. By the indirect influence of advertising is meant the articles sold that are not specifically advertised, but are displayed to the customers who are drawn to the store BY THE ADVERTISED ARTICLES. In the latter case, as surely as in the first, the advertising must be credited with the sale. The store-sales te-day that are uninfluenced, directly or indirect-

Observant merchants know that this is true. They should gain courage from the knowledge to strengthen their advertising campaigns to the point of matching their store-hopes and plans.